July 1989

Future Is Bright For Special Sections

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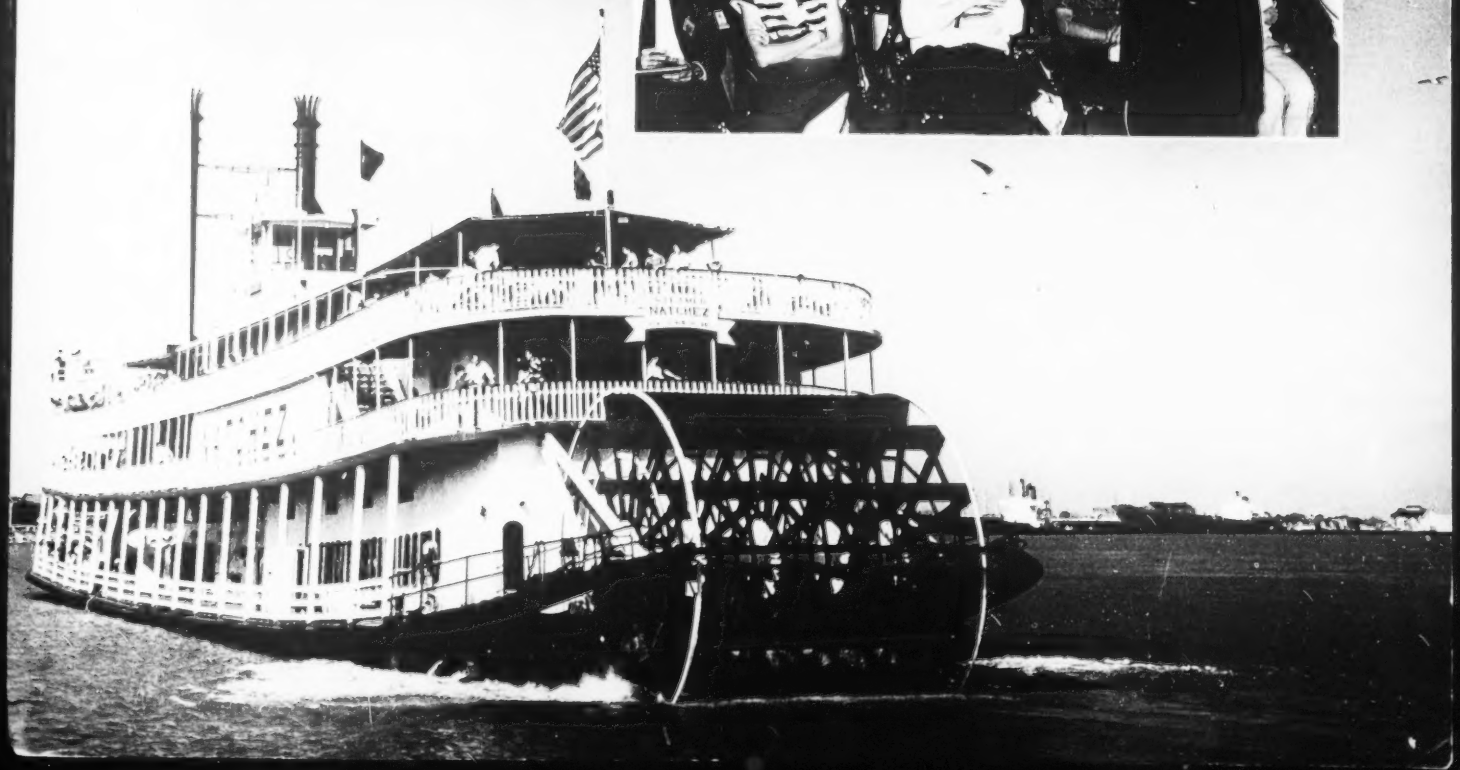
The Journal of the American Newspaper Publishers Association

NEW ORLEANS ANPA/TEC '89



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ANPA/TEC Report *Choices. That's what faced the thousands who hit the floors of the New Orleans Convention Center and the nearby Rivergate Exhibition Center, where a dizzying array of newspaper equipment was housed for the Association's annual trade show. From personal computers to graphics systems to presses and output devices, newspaper people clearly had a host of options from which to choose. Five days of equipment scrutinizing were coupled with three days of workshops and sessions that covered the latest developments in newspaper operations.* **26**

Special sections *The phenomenon of the 1970s continues to expand in the late '80s as newspapers tune ever more finely into readers' interests.* **6**

Bargaining to impasse *It's replacing strikes as the consequence when labor and management reach irreconcilable differences.* **12**

Civilized competition *Executives of newspapers and the growing number of city and regional magazines see their territories as fairly well staked out.* **16**

Is the Black press bouncing back? *Long undermined by the struggle for advertising and top talent, some publishers see signs of better times.* **20**

Profile: Mike Soliman *This quintessential marketing man is molding The Globe and Mail of Toronto to serve upscale readers.* **50**

Essay: Healing forces *There's no salve as soothing to the oppressed as free speech, says Soviet journalist Sergei Grigoryants.* **52**

First Amendment rulings *The Supreme Court issued a string of decisions affecting news media, including libel and privacy rulings.* **56**

World press pow-wow *Publishers from 31 countries met in New Orleans to share ideas on how to tackle problems that confront all newspapers.* **58**

Hear this, management: *The staff in the newsroom wants better pay, benefits and working conditions.* **62**

Guild convention *The Newspaper Guild, ending a second straight year with a budget deficit, revised its dues allocation to beef up the general fund.* **78**

Going Dutch *When VNU of the Netherlands acquired Belden Associates, it rounded out a line of newspaper marketing services but evoked mixed feelings.* **89**

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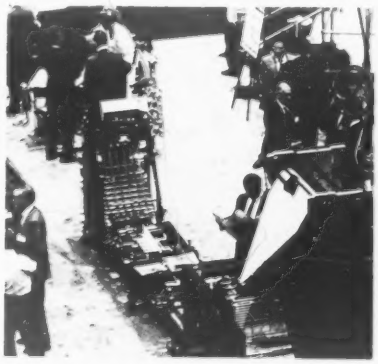

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CHAIRMAN'S CORNER

Assessing the present, glimpsing the future

For more than 60 years our annual production management gatherings have been catalysts for technological advancement.

- In the '50s, photocomposition and computers
- In the '60s, offset, plastic plates and VDTs
- In the '70s, satellites and telecommunications
- In these '80s, flexo, PCs and soy-oil inks.

ANPA/TEC '89, with its more than 300 exhibits and challenging conference sessions, carried on the tradition. If you weren't able to be there, I urge you to read the full report in this presstime.

William H. Cowles 3rd

More than 13,000 of us gathered in New Orleans with questions about how we manage newspapering's future. We wonder how we can further improve editorial content, which is dramatically better than a decade ago, how to add more color, how to relate more closely to our communities, how to produce more efficiently and distribute more reliably, how to help our advertisers sell even more goods and services.

In answer to those questions, we found at least seven exhibits of PC color-picture desks. We saw keyless offset inking, waste-ink reprocessing systems and mailroom systems to handle 40 inserts. Conference presentations featured new approaches to customer service. Workshops explored new press techniques, and packaging and distribution systems.

We also considered longer-term industry needs as we face competition on both the marketing and the technological fronts.

Every newspaper's management team needs to pledge itself to increased penetration of its local market—more regular readers and more well-served advertisers.

Much more research and development is needed, both about our readers and advertisers and about our equipment and "tooling."

Full utilization of our renewable newsprint resource will make newspapers part of the waste-disposal solution, not the problem. We need to learn how to reuse it, how to recycle more of it, and how our newsprint suppliers can help.

All this does not lend itself to tinkering about the margins. It demands bold innovation, risk taking, investment in the future. Those of us who are successful will be offering not "traditional" products and services but "tailored" ones: tailored to provide the news our readers want, when and how they want it; tailored to reach the customers our advertisers want.

At ANPA/TEC '89 we continued to mesh the possible of the future with the practical of today. Conference sessions broadened our horizons and miles of exhibits offered us new ideas to reach confidently for those horizons.

Bill Cowles

William H. Cowles 3rd
ANPA Chairman

ANPA

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1989 consumption continues to lag

Newsprint consumption by all U.S. users totaled 1,042,705 metric tons in May, a decrease of 1.5 percent from May 1988.

For the first five months of 1989, overall consumption was down 0.2 percent.

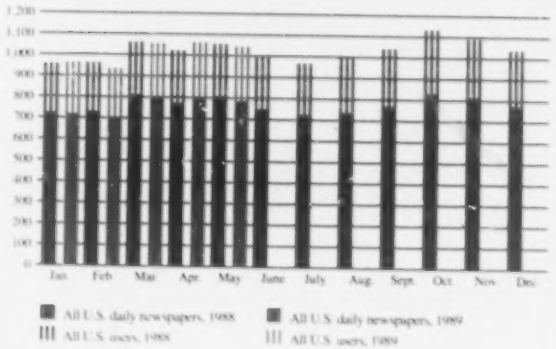
U.S. daily newspapers in May used 793,188 metric tons, 1.2 percent less than a year earlier when May had a fifth Sunday. For the five months, their consumption was 0.7 percent lower than in the year-earlier period.

Newsprint inventories for newspapers in ANPA's statistical sample covered a 41-day supply, versus a 46-day supply in May 1988. Stocks at North American mills were about 19 percent higher than a year earlier.

Canada's newsprint mills operated 95 percent of rated capacity in May and 96 percent for the year to date.

U.S. mills operated at 97.7 percent and 96.2 percent of capacity, respectively.

Estimated newsprint consumption, 1988-1989 (thousands of metric tons)



Estimated consumption of all U.S. daily newspapers[1]

Region	April 1989 p	April 1988	% Change
Circulation Size			
Region	May 1989 p	May 1988	% Change
Circulation Size			

Estimated consumption of all U.S. users

	1989	1988	% Change

Production

	Canada	U.S.A.	North America

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
From U.S. mills				
From North American mills				

Stocks

U.S. publishers[2]	Tonnage	Days supply on hand	Days supply in transit
Canadian mills			
U.S. mills			